



24 S. Main

Webb City, Missouri 64870

History



- Scott & Nancy Hutson Purchased in February, 2005
- Previously Restored
 - Historic Neon
 - Historic Paint Themes
 - Historic Moldings
 - Marquee



Success Factors



- Consistency
 - Prior Inconsistency
 - Determination of Use for Theater
 - Hours of Operation

Show Times

Friday @7 pm Saturday @4 & 7 pm
Sunday @4 pm

Success Factors



■ Affordable Pricing

- Adults \$5.00
- Children \$3.00
- Children 3 & Under FREE

–NOW

- All Admissions \$5.00
- Children 3 & Under FREE



Success Factors



- Movie Choice vs. Pricing
 - Opening Weekend vs. Delayed Run
 - Impact on Ticket Price
 - Savings Passed on to Customer



Success Factors



■ Flexibility

– Offer special hours and concession packages

- School Gatherings
- Birthday Parties
- Employee Parties
- Reunions



Success Factors



- Family Friendly

- Appropriate Rated Movies



- All Pricing

- Concessions

- BEST VALUE:

- Large popcorn & Large drink: \$6.00

- UNLIMITED REFILLS!!!

- KIDS COMBO:

- Child popcorn, Child drink, candy provided
\$2.50

Success Factors

- Community Involvement
 - Schools
 - Charitable Efforts
 - Joplin Humane Society
 - Sells Seats
 - Raises \$'s for Charity
 - Public Awareness



ADMIT ONE



Saturday, February 21, 2009
Showtime: 3 pm



Route 66 Movie Theater
24 S. Main, Webb City, MO
417-673-1155

\$10.00

Includes admission, medium popcorn,
medium drink, donation to the
Joplin Humane Society
and entry for door prizes.



Success Factors



- Community Involvement
 - Autism



- Sensory Friendly Films
- Lights Up
- Sound Turned Down
- Families Bring their Own Snacks-Gluten Free
- Audience members are welcome to get up, dance, walk, shout, or sing

Success Factors

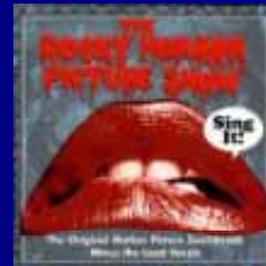


■ Community Involvement

– Chick Flick Night



– Rocky Horror-MSSU



– Facing the Giants

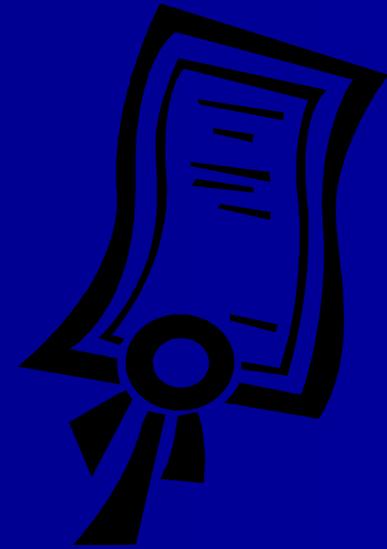


Advertising



- The Joplin Globe
 - Weekly Listings

- Coupons
 - Radio Giveaways
 - Fundraisers/Auctions
 - School Enrichment & Rewards
 - Business Incentives, i.e. bank new accounts



Advertising



- Website Listing

www.myspace.com/route66movietheater

- Facebook and Social Networking



Advertising



- Weekly Email "Reel Times"
 - 407 Contacts
 - Continual retrieval of email database

Route 66 Movie Theater's
"Reel Times"



Now Showing

Advertising



- In-House Advertising
 - Supports Local Businesses
 - Promotes Awareness within those businesses
 - Generates Revenue

Only Authorized Harley-Davidson Dealership in Joplin

Cycle Connection
JOPLIN, MISSOURI

WE OFFER IT ALL:

- New & Pre-Owned Harley-Davidson and Buell Motorcycles
- Genuine Parts and Accessories
- MotorClothes Apparel and Collectibles
- Full Service Department
- Performance Connection
- Finance and Insurance
- Rider's Edge New & Skilled Rider Courses
- Joplin Harley Owners Group Chapter

Get On The Road To Freedom!

5014 HEARNER BLVD., EXIT 0 1-84, JOPLIN MO 64804 417-623-1054 WWW.JOPLINHD.COM

Statistical Facts



■ Box Office Reports



2008 Opening
Weekend
Gross

\$41,272

2009 Opening
Weekend
Gross

\$59,229



2008 Opening
7-Day Gross

\$41,716

2009 Opening
7-Day Gross

\$66,809

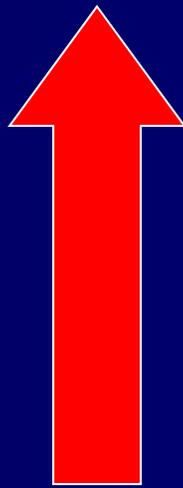


Statistical Facts



- Box Office Reports

2008 Date Range Gross	2009 Date Range Gross
\$46,922	\$73,384



\$26,462

And 15,200
Total Customers

End Result



- Main Street Business Supporting Community
- Financially Sound/Stable Business
- Offering Family Fun Oriented Entertainment for Community

Q & A

